



UNIVERSITY OF  
PLYMOUTH

# PROGRAMME QUALITY HANDBOOK 2023-24

## FdSc International Tourism Management

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# WELCOME AND INTRODUCTION

## 0. Welcome and Introduction to Foundation Degree International Tourism Management

1. Welcome to the Foundation Degree in International Tourism Management which is a university level qualification that has been designed following consultation with the local tourism and hospitality industry. The qualifications enable students to progress directly into careers in a wide range of contexts or to complete a hospitality and tourism related degree at university. It covers a range of topics from marketing in the 1st year where students will have the opportunity to develop strategic plans for local business, to research skills in the 2<sup>nd</sup> year that involves a more theoretical approach through investigation then presenting information. As part of the courses learners will have the opportunity to work with industry professionals and subject specific experts who will provide help and guidance in achieving their academic aims and ultimately employment within the hospitality and tourism sector. The emphasis on work based learning and personal development planning runs throughout the programme and wherever possible form part of the assessment process. Past students have moved into a variety of professions ranging from Restaurant Management at a local hotel, Operations Manager for the National Trust, to the teaching profession linked to hospitality and tourism topics. There are also strong links to business start –up initiatives in the local area which have proved both valuable and effective for those wishing to begin working for themselves.

### 2. Student quotes;

'College staff had a good understanding of us as individuals and we were able to find our own learning patterns with their guidance and by being given the room to do so.'

'Good teaching and Interesting subjects. Being able to hold my own event as part of my course, lots of guest speakers, trips also available'

'Overall, I have developed as a person personally and academically. I have enjoyed the courses and have achieved more than I could imagine'

'I think the teachers are great, to the point of being inspired possible future career.'

into looking into teaching as a

'Resources and help available have been brilliant'

'Enthusiastic teachers encourage student learning. The knowledge of the tutors allows them to give first hand examples and scenarios which makes the lessons more captivating for the students and makes it easier to understand'

This programme has been designed to equip you with the skills and knowledge base required to work in your chosen specialism or other graduate opportunities. It is also a platform from which you can undertake additional vocational and academic qualifications.

This Programme Quality handbook contains important information including:

- The approved programme specification
- Module records

**Note:** the information in this handbook should be read in conjunction with the current edition of the College / University Student handbook which contains student support based information on issues such as finance and studying at HE along with the University's Student Handbook and your Teaching, Learning and Assessment Handbook available on your programme virtual learning environment.

## 2. Programme Specification

## Programme Specification

On the following pages you will find the specification for your programme; this provides a detailed overview of the programme as a whole. It explains what you will learn and how you will be assessed throughout the two stages of your Foundation Degree. The Programme Learning Outcomes Map specifies the knowledge and skills you will develop at each stage of your Foundation Degree.

### PROGRAMME SPECIFICATION

<b>Awarding Institution:</b>	University of Plymouth
<b>Teaching Institution:</b>	City College Plymouth
<b>Accrediting Body:</b>	
<b>Final Award:</b>	Fdsc
<b>Intermediate Awards:</b>	Certificate of Higher Education (CertHE)
<b>Programme Title:</b>	International Tourism Management
<b>UCAS Code:</b>	F637
<b>JACS Code</b>	
<b>Foundation Degree Qualification</b>	
<b>Benchmark (FDQB):</b>	Foundation Degree Qualification Benchmark Informed by the QAA subject benchmark Hospitality, Leisure, Sport and Tourism, and General Business & Management
<b>Date Produced:</b>	January 2014
<b>Date of Approval:</b>	June 2002

### Admissions Criteria:

Qualification(s) Required for Entry to the FdSc	Comments
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**Candidates must have:**

Key Skills requirement	See below
GCSEs required at Grade C and above	Maths & English or to be able to demonstrate communication and numeracy skills to equivalent level

**Plus at least one of the following:**

A Levels required: AS/A2/UCAS Points Tariff	32 points.
BTEC National Certificate/Diploma	Pass or better
HNC/D	<i>Pass or better</i>
NVQ/VRQ 3 in relevant subjects	Pass
Access to HE	Pass
International Baccalaureate	Pass
Irish/Scottish Highers/Advanced Highers	<i>Pass minimum</i>
Work Experience	<i>Relevant work and/or life experience will be considered for applicants lacking the above qualifications.</i>

APEL/APCL possibilities	See Academic regulations: <a href="https://staff.plymouth.ac.uk/upcfacul/">https://staff.plymouth.ac.uk/upcfacul/</a>
Interview requirements	Yes, where normal entry requirements are not met.

Criminal Record Bureau (CRB) check required	No

<b>Aims of the Programme:</b>
<p>The programme is intended to</p> <ul style="list-style-type: none"> <li>● Provide a programme which takes students from a variety of academic and vocational backgrounds and rapidly accelerates their knowledge, understanding and skills to achieve high quality awards</li> <li>● Prepare and enthuse students to progress onto higher programmes of study and engage in lifelong learning by use of a combination of academic rigour, ethical practices and practical application</li> <li>● Provide an environment of self-development and self-awareness to promote confidence necessary for employment and enterprise</li> <li>● Enable students to develop transferable skills and knowledge to enable them to make an immediate contribution to the International Tourism sector.</li> <li>● Develop an International awareness of the economic importance and the ever-changing requirements for employment in the International Tourism industry</li> </ul>

<b>Programme Intended Learning Outcomes:</b>
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By the end of this programme the student will be able to:

1. Understand management structures, operational practices and functions in relation to hospitality and hotel practice.
2. Practice communication, psychological, physical and self-management strategies and skills including research skills, problem solving, teamwork and ICT, which will help facilitate management and organisational effectiveness within the organisation.
3. Gain a reflective experience of the working environment, practice and problems and organisational nature of relevant establishments, gained through work-based learning opportunities.
4. Progress to a specified HE undergraduate programme offered at University of Plymouth

Open up employment opportunities, where the highest level of skills and management are sought.



## **Brief Description of the Programme**

The Foundation Degree in International Tourism Management is a university level qualification that has been designed following consultation with the local Tourism and hospitality industry. The qualification enables you to progress directly to careers in a wide range of contexts or to complete a hospitality related degree at university. It covers a range of topics from Alternative Tourism in the 1st year where you will have the opportunity to demonstrate your presentation abilities, to research skills in the 2<sup>nd</sup> year that involves a more theoretical approach through investigation then presenting information. As part of the course you will have the opportunity to work with industry professionals and subject specific experts who will provide help and guidance in achieving your academic aims and ultimately employment within the hospitality sector.

In the event of another wave of Covid-19, a local, or a national lockdown alternative arrangements for delivery will be put in place which will mainly focus around the use of online delivery of lectures, discussions, workshops, activities and tasks. Where a module is normally assessed via the practical demonstration and/or application of a skill or knowledge assessments will be either be postponed to a later date, or if prolonged lockdown and/or social distancing measures do not allow face-to-face work then alternative means of assessment will be used as follows: reflective accounts, witness testimony, online presentations, and remote seminars. Any Covid-19 restrictions could also affect planned visits and involvement with industry professionals and subject specific experts. Where possible virtual tours and remote talks from guest speakers will be arranged in their place.



## Programme Structure for the Foundation Degree in Hospitality Management Part Time 2020/21– 6623

Year 1				Year 2			
Module Code	Module Title	Credits	C / O	Module Code	Module Title	Credits	C / O
CITY1131	Customer Relationship Marketing	20	C	CITY1130	Business Performance & Enterprise	20	C
CITY1137	Alternative Tourism	20	O	CITY1133	Leadership and Personal Development Skills	20	C
CITY1132	International Tourism & Sustainability	20	C	CITY2145	Managing people	20	C
CITY1136	Destination Management	20	O	CITY2144	The Hospitality, Tourism & Events Customer Experience	20	C
240 credits = FD							

Year 3			
Module Code	Module Title	Credits	C / O
CITY2142	Research Methods in Hospitality, Tourism and Events management	20	C
CITY2143	Staging Events	20	C
CITY2148	Visitor Attraction Management	20	O
CITY2149	Contemporary Issues in Tourism Management	20	O
240 credits = FD			

### **Progression Route(s)**

*BSc Hospitality Management – University of Plymouth*

*BA Hospitality, Tourism and Events Management – University of Plymouth*

If you progress to the final stage of a University of Plymouth Programme then your stage two marks (level 5 modules) will be taken into account in your final degree classification.

Your Programme Manager has the support of an Academic Liaison Person (ALP) with questions regarding to progression to programmes at the University of Plymouth.

*None*

**Any Exceptions to University of Plymouth Regulations**

**Teaching Methods and Assessments**

<b>A: Development of Knowledge and Understanding</b>	<b>Learning and Teaching Strategy/Method</b>
<p>By the end of the programme the student will be able to demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>● <i>Applying a range of management and business principles</i></li> <li>● <i>A systematic approach to working and learning which will enable you to explore the relationship between specific problems, the analysis of solutions and the selection of</i> <ul style="list-style-type: none"> <li>○ <i>appropriate strategy</i></li> </ul> </li> <li>● <i>Applying research techniques to an investigation relevant for</i> <ul style="list-style-type: none"> <li>○ <i>the hospitality industry</i></li> </ul> </li> <li>● <i>Identifying and then applying the specific skills and knowledge required to work and manage others within a hospitality environment</i></li> </ul>	<p><b>Primary</b></p> <ul style="list-style-type: none"> <li>● Lectures and tutorials</li> <li>● Workshops and seminars</li> <li>● Work experience</li> <li>● Directed independent study</li> <li>● Learning from work experience</li> </ul> <p style="text-align: center;">● <b>Secondary</b></p> <ul style="list-style-type: none"> <li>● Case studies</li> <li>● Problem-solving exercises</li> </ul>
<p><b>NB: Benchmark References</b></p> <p>Designed to meet the Foundation Degree Qualification Benchmark and Framework for Higher Education</p>	<p><b>Assessment</b></p> <p>Key knowledge and understanding is assessed via a combination of multiple choice tests, case studies, essays, presentations and seminar performances.</p>

Informed by the QAA subject benchmark Hospitality, Leisure, Sport and Tourism and General Business & Management

<p><b>B: Cognitive and Intellectual Skills</b></p>	<p>Learning and Teaching Strategy/Method</p>
<ul style="list-style-type: none"> <li>● Critiques of rival theories and frameworks</li> <li>● Abstract analysis and synthesis</li> <li>● Intelligent application of appropriate principles in assessing policy or practice</li> <li>● Problem solving and research skills</li> </ul>	<p style="text-align: center;"><b>Primary</b></p> <ul style="list-style-type: none"> <li>● Class exercises</li> <li>● Tutorial/seminar discussions</li> <li>● Feedback via coursework assessment process (essays etc)</li> </ul> <p style="text-align: center;"><b>Secondary</b></p> <ul style="list-style-type: none"> <li>● Policy and practice analysis in surgeries</li> <li>● Computer-based tests on current hospitality practice</li> <li>● Transferable skills based practical's</li> </ul>

<p style="text-align: center;"><b>NB: Benchmark References</b></p> <p>Designed to meet the Foundation Degree Qualification Benchmark and Framework for Higher Education Qualifications</p> <p>Informed by the QAA subject benchmark Hospitality, Leisure, Sport and Tourism and General Business &amp; Management</p>	<p style="text-align: center;"><b>Assessment</b></p> <ul style="list-style-type: none"> <li>● Essays/projects/case studies</li> <li>● In class tests</li> <li>● Coursework/groupwork on practical application questions</li> </ul>
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<p style="text-align: center;"><b>C: Key Transferable Skills</b></p> <ul style="list-style-type: none"> <li>● Literary and information processing</li> <li>● Self-management</li> <li>● Communication (oral, written, CIT)</li> <li>● Numeracy/quantitative skills (reflection etc)</li> </ul>	<p>Learning and Teaching Strategy/Method</p> <p style="text-align: center;"><b>Primary</b></p> <p>Library and other research exercises Group work awareness and practice Computer-based learning and assessment</p> <p><b>Secondary</b> Class and seminar interactions and feedback</p>
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<p style="text-align: center;"><b>NB: Benchmark References</b></p> <p>Designed to meet the Foundation Degree Qualification Benchmark and Framework for Higher Education Qualifications</p> <p>Informed by the QAA subject benchmark for Hospitality, Leisure, Sport and Tourism and General Business &amp; Management</p>	<p style="text-align: center;"><b>Assessment</b></p> <ul style="list-style-type: none"><li>● Coursework of all types</li><li>● Presentations</li><li>● Assessed discussions</li><li>● Group work assessments</li></ul>
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<p style="text-align: center;"><b>D: Employment Related Skills</b></p> <p>By the end of the programme the student will be able to</p> <ul style="list-style-type: none"><li>● Identify and understand the requirements of customer service skills necessary for hospitality</li><li>● Develop an awareness of self analysis and clear action planning for the future</li><li>● Have confidence to communicate effectively</li><li>● Have the ability to select, train and manage an effective workforce</li></ul>	
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<p><b>E: Practical Skills</b></p> <ul style="list-style-type: none"> <li>● Computer and information technology skills</li> <li>● Presentation and oral communication skills</li> <li>● Written communication</li> <li>● Vocational specifics in kitchen and restaurant settings</li> </ul>	<p>Learning and Teaching Strategy/Method</p> <ul style="list-style-type: none"> <li>● Laboratory work</li> <li>● Projects</li> <li>● Designated tasks</li> <li>● Lectures and tutorials</li> <li>● Learning from work</li> </ul>
<p><b>NB: Benchmark References</b></p> <p>Designed to meet the Foundation Degree Qualification Benchmark and Framework for Higher Education Qualifications</p> <p>Informed by the QAA subject benchmark Hospitality, Leisure, Sport and Tourism and General Business &amp; Management</p>	<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>● Project work</li> <li>● Competence in a range of customer-related communication techniques</li> </ul>

## **Distinctive Features of the Foundation Degree**

- Work-based learning opportunities with employers who have contributed to the design of this course
- Progression to BSc (Hons) Hospitality Management, BA (Hons) Hospitality, Tourism and Events Management and BSc (Hons) Tourism Management at University of Plymouth
- Exceptional resources and teaching staff with vast experience
- Teaching style; eg Problem Based Learning provides a particular focus in hospitality industry modules. The analytical, research and group skills which are developed are highly valued by employers.
- A wide range of field trips is possible due to the proximity of variety of hospitality and tourism outlets in the area

Learning Outcomes Maps for Hospitality & Tourism Management at HE Levels 4 and 5

1. Foundation Degree Intended Learning Outcomes Map	Level 4		
Graduate Attributes and Skills			
Core Programme Intended Learning Outcomes (as worded in the Programme Specification) <i>The FHEQ requirements are already given here in italics</i>	Programme Aim	Programme Learning Outcome	Related Core Modules
<b>Knowledge/ Understanding</b> <ul style="list-style-type: none"> <li>● <i>knowledge of the underlying concepts and principles associated with their area(s) of study, and an ability to evaluate and interpret these within the context of that area of study or principles of their area(s) of study</i></li> </ul>	1-3	Hospitality, Leisure, Sport and Tourism and General Business & Management	PFD152, PFD153, FPC1022
<b>Cognitive / Intellectual Skills</b> (generic) <ul style="list-style-type: none"> <li>● <i>an ability to present, evaluate, and interpret qualitative and quantitative data, to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study</i></li> </ul>	1-3	Hospitality, Leisure, Sport and Tourism and General Business & Management	FPC1022, PFD151
<b>Key / Transferable Skills</b> (generic) <ul style="list-style-type: none"> <li>● <i>evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work</i></li> <li>● <i>communicate the results of their study/work accurately and reliably, and with structured and coherent arguments</i></li> </ul>	1-3	Hospitality, Leisure, Sport and Tourism and General Business & Management	PFD155, PFD153
<b>Practical Skills</b> (subject specific) <ul style="list-style-type: none"> <li>● Leadership and Team Development Skills</li> <li>● Marketing</li> </ul>	1-3	Hospitality, Leisure, Sport and Tourism and General Business &	PFD155, FPC1022

		Management	
<b>Employment-related skills</b> <ul style="list-style-type: none"> <li>• <i>undertake further training and develop new skills within a structured and managed environment</i></li> <li>• <i>qualities and transferable skills necessary for employment requiring the exercise of personal responsibility</i></li> </ul>	1-3	Hospitality, Leisure, Sport and Tourism and General Business & Management	FPC1022, PFD155

Foundation Degree Intended Learning Outcomes Map		Level 5		
<b>1 Graduate Attributes and Skills</b>				
<b>Core Programme Intended Learning Outcomes</b> (as worded in the Programme Specification) <i>The FHEQ requirements are already given here in italics</i>	<b>Programme Aim</b>	<b>Programme Learning Outcome</b>	<b>Related Core Modules</b>	
<b>Knowledge/ Understanding</b> <ul style="list-style-type: none"> <li>• <i>knowledge and critical understanding of the well-established principles of their area(s) of study, and the way in which those principles have developed</i></li> <li>• <i>knowledge of the main methods of enquiry in their subject(s)</i></li> <li>• <i>an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge</i></li> <li>• </li> </ul>	1-3	Hospitality, Leisure, Sport and Tourism and General Business & Management	FPC2045, PFD239, PFD236, PFD221	
<b>Cognitive / Intellectual Skills</b> (generic) <ul style="list-style-type: none"> <li>• <i>ability to apply underlying concepts and principles outside the context in which they were first studied</i></li> </ul>	1-3	Hospitality, Leisure, Sport and Tourism and General Business & Management	FPC2045, PFD239	
<b>Key / Transferable Skills</b> (generic)	1-3	Hospitality, Leisure,	FPC2045, PFD221, PFD236	

<ul style="list-style-type: none"> <li>● <i>ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study;</i></li> <li>● <i>use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis</i></li> <li>● <i>effectively communicate information, arguments, and analysis, in a variety of forms, to specialist and non specialist audiences, and deploy key techniques of the discipline effectively</i></li> </ul>		Sport and Tourism and General Business & Management	
<p><b>Practical Skills</b> (subject specific)</p> <ul style="list-style-type: none"> <li>● <i>ability to relate theory to practice</i></li> </ul>	1-3	Hospitality, Leisure, Sport and Tourism and General Business & Management	PFD236
<p><b>Employment-related skills</b></p> <ul style="list-style-type: none"> <li>● <i>the application of subject principles in an employment context</i></li> <li>● <i>undertake further training, develop existing skills and acquire new competencies that will enable them to assume significant responsibilities within organisations</i></li> <li>● <i>qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision making.</i></li> </ul>	1-3	Hospitality, Leisure, Sport and Tourism and General Business & Management	FPC2045, PFD236

### 3.Module Records

#### UNIVERSITY OF PLYMOUTH MODULE RECORD

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE: CITY1130</b>		<b>MODULE TITLE: Business Performance &amp; Enterprise</b>		
<b>CREDITS: 20</b>		<b>FHEQ LEVEL: 4</b>	<b>heCOS CODE: 100087 International Hospitality Management</b>	
<b>PRE-REQUISITES: None</b>		<b>CO-REQUISITES: None</b>	<b>COMPENSATABLE: Yes</b>	
<b>SHORT MODULE DESCRIPTOR:</b> <i>(max 425 characters)</i>				
In the hospitality, events and tourism industry, potential managers need to have an understanding of the principles of managing business performance including techniques or strategies used and their impact on decision making from a financial perspective. This module will examine these principles and apply them to case studies within the sector.				
<b>ELEMENTS OF ASSESSMENT</b> <i>[Use HESA KIS definitions]</i> – see <a href="#">Definitions of Elements and Components of Assessment</a>				
<b>E1</b> (Examination)		<b>C1</b> (Coursework)	<b>100%</b>	<b>P1</b> (Practical)
<b>E2</b> (Clinical Examination)		<b>A1</b> (Generic assessment)		
<b>T1</b> (Test)				
<b>SUBJECT ASSESSMENT PANEL to which module should be linked:</b> Hospitality & Tourism & Events Management				
<b>Professional body minimum pass mark requirement:</b> N/A				
<b>MODULE AIMS:</b>				
To develop the student’s knowledge of financial considerations that impact business performance including how such performance can be measured and managed. To assist students in gaining an understanding of the skills needed to start their own business enterprise.				

**ASSESSED LEARNING OUTCOMES:** (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
1. Understand the financial documents used in hospitality, tourism & events businesses.	FdSc Hospitality & Hotel Management 1. 8.1.1 2. 8.2.2 8.4.2
2. Discuss sources of finance available to businesses, identifying the costs and risks involved.	3. 8.2.1 8.3.2 8.5.1 8.5.2 4. 8.2.2 8.3.1 8.4.1 8.4.2 8.5.1
3. Describe financial monitoring strategies used within hospitality, tourism & events business enterprises.	FdSc International Tourism Management 1. 8.1.1 2. 8.2.2 8.4.2 3. 8.2.1 8.3.2 8.5.1 8.5.2
4. Justify measures taken to control costs and improve revenue management within hospitality, tourism & events businesses.	4. 8.2.2 8.3.1 8.4.1 8.4.2 8.5.1 FdSc Events & Festivals Management 1. 8.1.1 2. 8.2.2 8.4.2 3. 8.2.1 8.3.2 8.5.1 8.5.2 4. 8.2.2 8.3.1 8.4.1 8.4.2 8.5.1

<b>DATE OF APPROVAL:</b> 01/11/19	<b>FACULTY/OFFICE:</b> Academic Partnerships
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<b>DATE OF IMPLEMENTATION:</b> 01/09/2020	<b>SCHOOL/PARTNER:</b> CCP
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<b>DATE(S) OF APPROVED CHANGE:</b>	<b>SEMESTER:</b> 1/2
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**Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications

<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VW2INtJVikp>



- Subject benchmark statements  
<http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx>

## **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

<b>ACADEMIC YEAR: 2020/21</b>	<b>NATIONAL COST CENTRE: 134</b>
<b>MODULE LEADER: Kim Clifton</b>	<b>OTHER MODULE STAFF:</b>

### **Summary of Module Content**

- Identify financial documents that can be used to monitor business performance.
- Analyse, interpret and understand product / service sales and / or productivity data and information and use it to make recommendations for future planning e.g. of staff and resources, ideas for new initiatives, and drive business change.
- Understand sources of finance available for new and existing businesses together with the costs and risks involved which can develop knowledge for learners to start their own business enterprise.
- Understand the use of key performance indicators to develop financial monitoring strategies.
- Develop an understanding of the cost of goods and services including direct/indirect costs, variance analysis, apportioning of costs, Gross Profit percentages and costing methods for goods and services including yields, standardised recipes and the impact of competitors.
- Identify income streams and areas for potential waste or loss within businesses including peaks and troughs in demand and contingencies for dealing with such changes.
- Consolidate learning by recommending how financial performance can be improved for a struggling business in the sector.

### **SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]**

<b>Scheduled Activities</b>	<b>Hours</b>	<b>Comments/Additional Information (briefly explain activities, including formative assessment opportunities)</b>
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	20	Visits to hospitality, events and tourism outlets such as hotels and speakers relevant to future aspirations & careers
Directed study	30	Formative assessment and study skills to support learning outcomes

Independent study	90	Guided independent study to support learning and undertake assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

### SUMMATIVE ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework LO1 LO2	A Report that demonstrates knowledge & understanding of financial documents and sources of finance available for business together with the costs and risks involved.	50%
Coursework LO3 LO4	Relevant financial documents to demonstrate understanding of the action that can be taken to control costs and improve financial performance.	50%

### REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework LO1 LO2	Case study - analysis of financial position	50%
Coursework LO3 LO4	Report - evaluating financial documents	50%

<b>To be completed when presented for Minor Change approval and/or annually updated</b>	
<b>Updated by:</b> Kim Clifton Date: 9/9/19	<b>Approved by:</b> Larry Moody Date: January 2020

**UNIVERSITY OF PLYMOUTH MODULE RECORD**

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE:</b> CITY1131	<b>MODULE TITLE:</b> Customer Relationship Marketing
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<b>CREDITS: 20</b>	<b>FHEQ LEVEL: 4</b>	<b>heCOS CODE: 10087 International Hospitality Management</b>	
<b>PRE-REQUISITES: None</b>	<b>CO-REQUISITES: None</b>	<b>COMPENSATABLE: Yes</b>	
<b>SHORT MODULE DESCRIPTOR:</b> <i>(max 425 characters)</i> This module introduces students to the basic principles of marketing and their application in a hospitality, events and tourism context. marketing is at the heart of every organisation's activities. It is also of growing importance in the non-commercial, public and voluntary sectors. The customer's needs and expectations will also be introduced along with the tools and techniques used in the modern marketing industry.			
<b>ELEMENTS OF ASSESSMENT</b> <i>[Use HESA KIS definitions]</i> – see <a href="#">Definitions of Elements and Components of Assessment</a>			
<b>E1</b> (Examination)		<b>C1</b> (Coursework)	<b>100%</b>
<b>E2</b> (Clinical Examination)		<b>A1</b> (Generic assessment)	
<b>T1</b> (Test)			
<b>SUBJECT ASSESSMENT PANEL to which module should be linked:</b> Hospitality & Tourism & Events Management			
<b>Professional body minimum pass mark requirement:</b> N/A			
<b>MODULE AIMS:</b> For students to investigate the principles that underpin the marketing process and how they apply in a business. It aims to provide a broad based general overview of marketing and to be a foundation for further research.			

**ASSESSED LEARNING OUTCOMES:** (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
<ol style="list-style-type: none"> <li>1. Understand the importance of the principles and concepts of marketing to enable hospitality, tourism and events organisations to become marketing orientated.</li> <li>2. Develop the marketing mix, product, price, place and promotion (4Ps) for different hospitality, tourism &amp; events organisations</li> <li>3. Identify how marketing research and customer segmentation will enable different hospitality, tourism and events organisations to develop a marketing strategy.</li> <li>4. Demonstrate an understanding of customer and buying behaviour for the hospitality, tourism and events industry</li> </ol>	<p>FdSc Hospitality &amp; Hotel Management</p> <ol style="list-style-type: none"> <li>1. 8.1.1, 8.1.2 8.2.2 8.3.1 8.5.1</li> <li>2. 8.1.1 8.3.1 8.4.1 8.5.2</li> <li>3. 8.1.1 8.2.1 8.4.1</li> <li>4. 8.2.2 8.3.1 8.3.2 8.4.1 8.5.2</li> </ol> <p>FdSc International Tourism Management</p> <ol style="list-style-type: none"> <li>1. 8.1.1, 8.1.2 8.2.2 8.3.1 8.5.1</li> <li>2. 8.1.1 8.3.1 8.4.1 8.5.2</li> <li>3. 8.1.1 8.2.1 8.4.1</li> <li>4. 8.2.2 8.3.1 8.3.2 8.4.1 8.5.2</li> </ol> <p>FdSc Events &amp; Festivals Management</p> <ol style="list-style-type: none"> <li>1. 8.1.1, 8.1.2 8.2.2 8.3.1 8.5.1</li> <li>2. 8.1.1 8.3.1 8.4.1 8.5.2</li> <li>3. 8.1.1 8.2.1 8.4.1</li> <li>4. 8.2.2 8.3.1 8.3.2 8.4.1 8.5.2</li> </ol>

**DATE OF APPROVAL:** 07/02/20

**FACULTY/OFFICE:** Academic Partnerships

**DATE OF IMPLEMENTATION:** 01/09/2020

**SCHOOL/PARTNER:** CCP

**DATE(S) OF APPROVED CHANGE:**

**SEMESTER:** 1/2

**Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications

<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VW2INtJVikp>

- Subject benchmark statements  
<http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx>

## **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

<b>ACADEMIC YEAR: 2020/21</b>	<b>NATIONAL COST CENTRE: 134</b>
<b>MODULE LEADER: Alison Banks</b>	<b>OTHER MODULE STAFF:</b>

### Summary of Module Content

MARKETING DYNAMICS - overview	definitions, marketing concepts and marketing process
SEGMENTING MARKETS -	consumer and business2business (B2B)
MARKETING RESEARCH -	overview of secondary and primary research methods
MARKETING MIX -	product, price, place and promotion 4Ps shift to 7Ps people, physical evidence and processes, e-marketing and international marketing

### SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions]*

Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits, Guest Speakers & Work Based Learning Projects	40	Visits to hospitality tourism and events organisations such as National Trust and local hotels and speakers relevant to future aspirations & careers. Assessments linked to the marketing strategies required by local industry
Directed study & Tutorials	20	Formative assessments, study skills and tutorials to support learning outcomes
Independent study	80	Guided independent study to support learning and undertake assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

### SUMMATIVE ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework LO1	Report - A report that demonstrates research into the marketing principles	20%
Coursework LO2, 3, 4	Research Project that develops a marketing plan for a local business and then presents the information back to the client.	80%
		100%



**REFERRAL ASSESSMENT**

<b>Element Category</b>	<b>Component Name</b>	<b>Component Weighting</b>
Coursework LO1,2,3,4	Case study - application of marketing principles and evaluation of proposals	100%

**To be completed when presented for Minor Change approval and/or annually updated**

**Updated by:** Alison Banks  
Date: 20.12.19

**Approved by:** Larry Moody  
Date: January 2020

**UNIVERSITY OF PLYMOUTH MODULE RECORD**

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE:</b> CITY1132	<b>MODULE TITLE:</b> International Tourism & Sustainability	
<b>CREDITS:</b> 20	<b>FHEQ LEVEL:</b> 4	<b>heCOS CODE:</b> 100087 International Hospitality Management
<b>PRE-REQUISITES:</b> None	<b>CO-REQUISITE S:</b> None	<b>COMPENSATABLE:</b> Yes

**SHORT MODULE DESCRIPTOR:** (max 425 characters)

This module explores the organisation, structure and interdependency of the travel and tourism industry, with a focus on the environmental, political, social and cultural impacts that this has internationally. It will examine case studies and discuss the economic and moral impact tourists have in a given area and highlight their sustainability problems and initiatives.

**ELEMENTS OF ASSESSMENT** [Use HESA KIS definitions] – see [Definitions of Elements and Components of Assessment](#)

<b>C1</b> (Coursework)	<b>50%</b>	<b>P1</b> (Practical)	<b>50%</b>	
<b>A1</b> (Generic assessment)				

**SUBJECT ASSESSMENT PANEL** to which module should be linked: Hospitality & Tourism & Events Management

**Professional body minimum pass mark requirement:** N/A

**MODULE AIMS:**

- Identify the composition and operation of the international travel and tourism industry and its impact on natural resources.
- Develop knowledge and understanding of the interdependence of travel and tourism worldwide.
- Consider the opportunities and sustainability issues that tourism might bring to a country.

**ASSESSED LEARNING OUTCOMES:** (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

<b>Assessed Module Learning Outcomes</b>	<b>Award/ Programme Learning Outcomes contributed to</b>
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<ol style="list-style-type: none"> <li>1. Describe the organisation and sustainability of the international travel and tourism industry.</li> <li>2. Identify and demonstrate awareness of the interdependent role of travel and tourism providers.</li> <li>3. Analyse the importance of tourism development and its impacts in relation to the local environment, communities of host countries and the visitor</li> <li>4. Understand the value of a range of sustainable development initiatives from an International perspective</li> </ol>	<p>FdSc Hospitality &amp; Hotel Management</p> <ol style="list-style-type: none"> <li>1. 8.1.1 8.2.2</li> <li>2. 8.1.1 8.2.2</li> <li>3. 8.1.2 8.3.1</li> <li>4. 8.2.1 8.5.1</li> </ol> <p>FdSc International Tourism Management</p> <ol style="list-style-type: none"> <li>1. 8.1.1 8.1.3 8.1.4 8.2.2</li> <li>2. 8.1.1 8.2.2</li> <li>3. 8.1.2 8.3.1</li> <li>4. 8.2.1 8.5.1</li> </ol> <p>FdSc Events &amp; Festivals Management</p> <ol style="list-style-type: none"> <li>1. 8.1.1 8.2.2</li> <li>2. 8.1.1 8.2.2</li> <li>3. 8.1.2 8.3.1</li> <li>4. 8.2.1 8.5.1</li> </ol>
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<b>DATE OF APPROVAL:</b> 07/02/20	<b>FACULTY/OFFICE:</b> Academic Partnerships
<b>DATE OF IMPLEMENTATION:</b> 01/09/2020	<b>SCHOOL/PARTNER:</b> CCP
<b>DATE(S) OF APPROVED CHANGE:</b>	<b>SEMESTER:</b> 1/2

**Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications  
<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VW2INtJVikp>
- Subject benchmark statements  
<http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx>

## **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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<b>ACADEMIC YEAR: 2020/21</b>		<b>NATIONAL COST CENTRE: 134</b>
<b>MODULE LEADER: ALISON BANKS</b>		<b>OTHER MODULE STAFF:</b>
<b>Summary of Module Content</b>		
<ul style="list-style-type: none"> <li>• <b>Characteristics of travel and tourism products and market segments:</b> What is tourism?; customer types, customer motives; product types</li> <li>• <b>Sustainability</b> - positive and negative impacts of tourist activity on the planet</li> <li>• <b>The interdependent role of travel and tourism providers:</b> tour operators; transport couriers; travel agents and tourist attractions</li> <li>• <b>The structure and organisation of tourism agencies at national, regional and local levels:</b> national tourist boards; local tourist boards; government policies relating to controlling and/or influencing decisions regarding sustainability and future plans</li> <li>• <b>Tourism flows and how they can be assessed to gain understanding of tourism:</b> patterns and trends; statistics; forecasting consumer demand</li> <li>• <b>The importance of tourism development:</b> PEST analysis; benefits and constraints upon the host community and visitors; tourism and crime, language, sustainability</li> <li>• <b>Sustainable tourism:</b> Tourism planning; consistency; green tourism</li> <li>• <b>The importance of tourism, society and culture as one element:</b> Anthropology; authenticity; religion; interruptions from outside perspectives; community acknowledgement of tourism development</li> <li>• <b>Security purposes concerning tourism:</b> Crime; terrorism; airport security measures, safety of visitors; hooliganism, extreme weather (Tsunami, hurricanes)</li> </ul>		
<b>SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]</b>		
<b>Scheduled Activities</b>	<b>Hours</b>	<b>Comments/Additional Information (briefly explain activities, including formative assessment opportunities)</b>
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	10	Visits to hospitality and tourism outlets such as travel agents, tour operators and holiday companies and speakers relevant to future aspirations & careers

Directed study	10	Formative assessment and study skills to support learning outcomes
Independent study	120	Guided independent study to support learning and undertake assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

### SUMMATIVE ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework LO1,2	Essay - that will cover the different characteristics of travel and tourism, and their future impact on issues of sustainability	100%
Practical LO3,4	Presentation - Transfer understanding to peer group on the importance of international tourism and its impacts (environmentally, socially, culturally) in a given country - highlighting specific sustainability initiatives in place	100%

### REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework LO1,2	Essay - analysis of the sustainability issues within the international tourism sector	100%
Coursework (in lieu of Practical) LO 3,4	Report - an evaluation of case studies linked to sustainability	100%

<b>To be completed when presented for Minor Change approval and/or annually updated</b>	
<b>Updated by:</b> Alison Banks Date: 20.12.19	<b>Approved by:</b> Larry Moody Date: 20.12.19

**UNIVERSITY OF PLYMOUTH MODULE RECORD**

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE:</b> CITY1133	<b>MODULE TITLE:</b> Leadership and Personal Development Skills
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<b>CREDITS: 20</b>	<b>FHEQ LEVEL: 4</b>	<b>heCOS CODE: 100087 International Hospitality Management</b>	
<b>PRE-REQUISITES: None</b>	<b>CO-REQUISITES: None</b>	<b>COMPENSATABLE: Yes</b>	
<b>SHORT MODULE DESCRIPTOR:</b> <i>(max 425 characters)</i>			
The aim of this module is to give learners a general understanding of the management and leadership issues within the tourism, events and hospitality industry. This module will identify theories on leadership, team development, and motivation, which will give learners an insight into their own motivation and leadership styles as learners develop their personal development plans (PDP).			
<b>ELEMENTS OF ASSESSMENT</b> <i>[Use HESA KIS definitions]</i> – see <a href="#">Definitions of Elements and Components of Assessment</a>			
<b>C1</b> (Coursework)	<b>50%</b>	<b>P1</b> (Practical)	<b>50%</b>
<b>A1</b> (Generic assessment)			
<b>SUBJECT ASSESSMENT PANEL to which module should be linked:</b> Hospitality & Tourism & Events Management			
<b>Professional body minimum pass mark requirement:</b> N/A			
<b>MODULE AIMS:</b>			
<ul style="list-style-type: none"> <li>• To introduce and develop an understanding of the, structure, trends, motivations and future directions of the tourism, events and hospitality industry.</li> <li>• Identify the different leadership styles and skills that are effective in the sector</li> <li>• How to use leadership styles and motivation appropriate to the situation</li> <li>• Consider the impact of leadership and management strategy on the sector.</li> </ul>			
<b>ASSESSED LEARNING OUTCOMES:</b> (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes. At the end of the module the learner will be expected to be able to:			
<b>Assessed Module Learning Outcomes</b>		<b>Award/ Programme Learning Outcomes contributed to</b>	
1. Define the principles of motivation and team development skills and		FdSc Hospitality & Hotel Management <b>1.</b> 8.1.1 8.1.2 8.2.2 8.4.1 8.4.4 <b>2.</b> 8.2.1 8.2.2 8.4.1	

<p>how this impacts on effective leadership and management</p> <ol style="list-style-type: none"> <li>2. Explain the principles of planning in relation to managing the task, team and customer</li> <li>3. Demonstrate an understanding of leadership styles appropriate to different people and situations</li> <li>4. Evaluate own strengths and weaknesses and areas requiring further development as part of a continuing personal development plan (PDP)</li> </ol>	<ol style="list-style-type: none"> <li>3. 8.1.1 8.1.2 8.4.1 8.5.1 8.5.2</li> <li>4. 8.3.1 8.3.2 8.4.2 8.5.2</li> </ol> <p>FdSc International Tourism Management</p> <ol style="list-style-type: none"> <li>1. 8.1.1 8.1.2 8.2.2 8.4.1 8.4.4</li> <li>2. 8.2.1 8.2.2 8.4.1</li> <li>3. 8.1.1 8.1.2 8.4.1 8.5.1 8.5.2</li> <li>4. 8.3.1 8.3.2 8.4.2 8.5.2</li> </ol> <p>FdSc Events &amp; Festivals Management</p> <ol style="list-style-type: none"> <li>1. 8.1.1 8.1.2 8.2.2 8.4.1 8.4.4</li> <li>2. 8.2.1 8.2.2 8.4.1</li> <li>3. 8.1.1 8.1.2 8.4.1 8.5.1 8.5.2</li> <li>4. 8.3.1 8.3.2 8.4.2 8.5.2</li> </ol>
<b>DATE OF APPROVAL:</b> 07/02/20	<b>FACULTY/OFFICE:</b> Academic Partnerships
<b>DATE OF IMPLEMENTATION:</b> 01/09/2020	<b>SCHOOL/PARTNER:</b> CCP
<b>DATE(S) OF APPROVED CHANGE:</b>	<b>SEMESTER:</b> 1/2

**Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications  
<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VW2INtJVikp>
- Subject benchmark statements  
<http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx>



## **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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<b>ACADEMIC YEAR: 2020/21</b>	<b>NATIONAL COST CENTRE: 134</b>
<b>MODULE LEADER: ALISON BANKS</b>	<b>OTHER MODULE STAFF:</b>

### Summary of Module Content

Development of the management role within tourism, events and hospitality and the nature of demand for products and services within the sector; Leadership theories and styles; Motivational theories and the management of change; Team leadership theory and practice; control and quality of standards of performance; Trends and analysis.

#### SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions]*

Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	10	Visits to hospitality, events and tourism outlets such as tourist destinations and hotels and speakers relevant to future aspirations & careers
Reflection	10	Self-awareness and reflective activities
Independent study	120	Guided independent study to support learning and undertake assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

### SUMMATIVE ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework LO1,2	Report - motivation and leadership theory models and how they can impact on team planning	100%
Practical LO3,4	Practice – students will work in a team to demonstrate their ability to lead a team then reflect on the effectiveness of leadership styles.	100%

### REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
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Coursework LO1,2	Report - investigate leadership styles that includes reflection on practice	100%
Coursework (in lieu of Practical) LO3,4	Reflective account - Reflection on practice on the effectiveness of leadership styles	100%

<b>To be completed when presented for Minor Change approval and/or annually updated</b>	
<b>Updated by:</b> Alison Banks Date: December 2019	<b>Approved by:</b> Larry Moody Date: January 2020

### UNIVERSITY OF PLYMOUTH MODULE RECORD

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE:</b> CITY1136	<b>MODULE TITLE:</b> Destination Management	
<b>CREDITS:</b> 20	<b>FHEQ LEVEL:</b> 4	<b>heCOS CODE:</b> 100087 International Hospitality Management
<b>PRE-REQUISITES:</b> None	<b>CO-REQUISITES:</b> None	<b>COMPENSATABLE:</b> Yes

**SHORT MODULE DESCRIPTOR:** (max 425 characters)

Destination management is the coordinated management of all elements that make up a destination, including the attractions, amenities, access, marketing and pricing. This module investigates the challenges of destination management and discusses what makes a successful destination in the global and local contexts of the tourism industry.

**ELEMENTS OF ASSESSMENT** [Use HESA KIS definitions] – see [Definitions of Elements and Components of Assessment](#)

E1 (Examination)		C1 (Coursework)	100%	P1 (Practical)	
E2 (Clinical Examination)		A1 (Generic assessment)			
T1 (Test)					

**SUBJECT ASSESSMENT PANEL to which module should be linked:** Hospitality & Tourism & Events

**Professional body minimum pass mark requirement:** N/A

**MODULE AIMS:**

The aim of the module is to encourage the learner to develop an understanding of the nature and significance of tourism and to provide a better understanding into how destinations are strategically and operationally managed to achieve successful outcomes.

**ASSESSED LEARNING OUTCOMES:** (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
1. Recognise the influences of the past, current and future trends in the demand for and significance of tourism and the role of the tourist/visitor 2. Understand the influence of geographical factors on tourism development and activity for a destination	FdSc International Tourism Management <b>1.</b> 8.1.3 8.4.2 <b>2.</b> 8.2.1 8.2.3 8.3.2 8.5.1 <b>3.</b> 8.1.4 8.3.1 8.3.3 8.4.4 8.5.3

3. Demonstrate an understanding of the economic, social and environmental impacts of tourism activity on a destination and the interrelations that exist between the various sectors.		
<b>DATE OF APPROVAL:</b> 01/11/19	<b>FACULTY/OFFICE:</b> Academic Partnerships	
<b>DATE OF IMPLEMENTATION:</b> 01/09/2020	<b>SCHOOL/PARTNER:</b> CCP	
<b>DATE(S) OF APPROVED CHANGE:</b>	<b>SEMESTER:</b> 1	

**Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications  
<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VW2INtJVikp>
- Subject benchmark statements  
<http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx>

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

<b>ACADEMIC YEAR:</b> 2020/21	<b>NATIONAL COST CENTRE:</b> 134
<b>MODULE LEADER:</b> ALISON BANKS	<b>OTHER MODULE STAFF:</b>

### Summary of Module Content

- Definitions and concepts of tourism affecting a destination
- Historical development, current and likely future trends; determinants and facilitators of tourism
- Geographical influences on tourism development
- Structure of the tourism industry: sector analysis; accommodation, transport, travel organisers, destination organisers
- Different types, needs and expectations of tourists
- Issues raised by the demand for tourism; social, economic and environmental impacts of tourism; sustainable tourism development
- Visitor management principles and practice
- Planning and team leadership needed to manage groups of tourists
- The role of the DMO – marketing and managing customers in a destination
- Branding and positioning in the competitive marketplace - comparing destinations
- Challenges and trends in destination management
- Stakeholder analysis in the planning of tourists in a given destination
- Governance and leadership of tourist destinations
- Urban, rural and coastal destinations

### SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions]*

Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	10	Visits to hospitality and tourism outlets such as tourist destinations and tourist information centres and speakers relevant to future aspirations & careers
Directed study	10	Formative assessment and study skills to support learning outcomes
Independent study	120	Guided independent study to support learning and undertake assessments at both formative and summative levels
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

### SUMMATIVE ASSESSMENT

Element Category	Component Name	Component Weighting
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Coursework LO1,3	Essay - the development of destinations as tourist resorts and the cooperation required from relevant organisations.	70%
Coursework LO2	Report that demonstrates an understanding of the economic, social and environmental impacts of tourism activity and the tourist needs for a given destination.	30%
		100%

### REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework LO1,2,3	Report – the role of destination managers and influences based on the differing needs of tourists.	100%

**To be completed when presented for Minor Change approval and/or annually updated**

<b>Updated by:</b> Alison Banks Date: December 2019	<b>Approved by:</b> Larry Moody Date: January 2020
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### UNIVERSITY OF PLYMOUTH MODULE RECORD

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE:</b> CITY1137	<b>MODULE TITLE:</b> Alternative Tourism
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<b>CREDITS: 20</b>		<b>FHEQ LEVEL: 4</b>	<b>heCOS CODE: 100087 International Hospitality Management</b>			
<b>PRE-REQUISITES: None</b>		<b>CO-REQUISITES: None</b>		<b>COMPENSATABLE: Yes</b>		
<b>SHORT MODULE DESCRIPTOR:</b> <i>(max 425 characters)</i> This module provides the opportunity for students to investigate the increasingly wide range of tourism activity outside the more conventional, mainstream provision of mass packaged tourism. The definition of alternative tourism is an all-encompassing term covering such specialist areas as ecotourism, ethno-tourism and many forms of adventure tourism, in contrast to mainstream mass tourism.						
<b>ELEMENTS OF ASSESSMENT</b> <i>[Use HESA KIS definitions]</i> – see <a href="#">Definitions of Elements and Components of Assessment</a>						
<b>E1</b> (Examination)		<b>C1</b> (Coursework)	<b>70%</b>	<b>P1</b> (Practical)	<b>30%</b>	
<b>E2</b> (Clinical Examination)		<b>A1</b> (Generic assessment)				
<b>T1</b> (Test)						
<b>SUBJECT ASSESSMENT PANEL to which module should be linked:</b> Hospitality & Tourism & Events Management						
<b>Professional body minimum pass mark requirement:</b> N/A						
<b>MODULE AIMS:</b> To familiarise students with the development, structure, main features and current provision of alternative forms of tourism worldwide. To examine the factors influencing the growth of alternative tourism – economic, social, ethical and technological. The economic, social and environmental impact of various forms of alternative tourism on a country. To analyse and evaluate the development of their form and assess their impact on the environment and the economies of host countries/areas.						
<b>ASSESSED LEARNING OUTCOMES:</b> (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes. At the end of the module the learner will be expected to be able to:						
<b>Assessed Module Learning Outcomes</b>				<b>Award/ Programme Learning Outcomes contributed to</b>		



<ol style="list-style-type: none"> <li>1. Define, analyse and explain tourism activities which may be said to constitute alternative tourism and explain the differences between alternative and mass tourism.</li> <li>2. Assess the ability of countries to promote and benefit from alternative tourism development</li> <li>3. Investigate the impact of alternative tourism on the natural and built environment.</li> </ol>	FdSc International Tourism Management <b>1.</b> 8.1.3 8.1.4 8.2.3 <b>2.</b> 8.3.4 8.4.3 <b>3.</b> 8.1.4 8.3.3 8.5.2 8.5.3
<b>DATE OF APPROVAL:</b> 01/11/19	
<b>FACULTY/OFFICE:</b> Academic Partnerships	
<b>DATE OF IMPLEMENTATION:</b> 01/09/2020	
<b>SCHOOL/PARTNER:</b> CCP	
<b>DATE(S) OF APPROVED CHANGE:</b>	
<b>SEMESTER:</b> 2	

#### **Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications  
<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VW2INtJVikp>
- Subject benchmark statements  
<http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx>

#### **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

<b>ACADEMIC YEAR:</b> 2020/21	<b>NATIONAL COST CENTRE:</b> 134
<b>MODULE LEADER:</b> ALISON BANKS	<b>OTHER MODULE STAFF:</b> ANNIE EVANS

## Summary of Module Content

Definition of alternative tourism as an all-encompassing term covering such specialist areas as eco-tourism, ethno-tourism and many forms of adventure tourism, in contrast to mainstream mass tourism.

Factors influencing the growth of alternative tourism – economic, social, ethical and technological.

The economic, social and environmental impact of various forms of alternative tourism on a country

### SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	10	Visits to tourism outlets such as National Trust and hotels and speakers relevant to future aspirations & careers
Directed study	10	Formative assessment and study skills to support learning outcomes
Independent study	120	Guided independent study to support learning and undertake assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

## SUMMATIVE ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework LO1,2	<b>Report:</b> An analysis of definitions of international tourism and assessment of the factors influencing, enabling and categorising when alternative tourism becomes mass tourism and the impact this has on the natural and built environment.	100%

Practical LO3	<b>Presentation:</b> assessing the ability of countries to promote and benefit from alternative tourism development and its role in the development of tourism	100%
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### REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework LO1,2	Report - the future of tourism types from an international perspective giving examples of developing nations as tourist destinations	100%
Coursework (in lieu of practical) LO3	Report- Evaluate examples of developing nations as tourist destinations	100%

<b>To be completed when presented for Minor Change approval and/or annually updated</b>	
<b>Updated by:</b> Alison Banks Date: December 2019	<b>Approved by:</b> Larry Moody Date: January 2020

## Level 5 Modules

### UNIVERSITY OF PLYMOUTH MODULE RECORD

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE: CITY2142</b>		<b>MODULE TITLE: Research Methods in Hospitality, Tourism &amp; Events Management</b>			
<b>CREDITS: 20</b>		<b>FHEQ LEVEL: 5</b>	<b>heCOS CODE: 100087 International Hospitality Management</b>		
<b>PRE-REQUISITES: None</b>		<b>CO-REQUISITES: None</b>		<b>COMPENSATABLE: Yes</b>	
<b>SHORT MODULE DESCRIPTOR:</b> <i>(max 425 characters)</i> This module enables students to identify a range of different research methods, processes and ethical considerations which are central in conducting research in their academic or professional discipline. It allows learners to identify the Continuing Professional Development they require to gain employment in the sector.					
<b>ELEMENTS OF ASSESSMENT</b> <i>[Use HESA KIS definitions]</i> – see <a href="#">Definitions of Elements and Components of Assessment</a>					
<b>E1</b> (Examination)		<b>C1</b> (Coursework)	<b>50 %</b>	<b>P1</b> (Practical)	<b>50%</b>
<b>E2</b> (Clinical Examination)		<b>A1</b> (Generic assessment)			
<b>T1</b> (Test)					
<b>SUBJECT ASSESSMENT PANEL to which module should be linked:</b> Hospitality & Tourism & Events Management					
<b>Professional body minimum pass mark requirement:</b> N/A					
<b>MODULE AIMS:</b> The aim of this module is to enable students to develop an understanding of, and reflect upon the nature of a research project, the aims and applications of research, and the methods and procedures for conducting research. In addition, the module gives students an opportunity to reflect upon a range of knowledge and skills developed across their programme and make plans for Continuing Professional Development in the sector.					

**ASSESSED LEARNING OUTCOMES:** (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.  
At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
1. Understand key stages in developing ethical research for a Hospitality, Events or Tourism business.	FdSc Hospitality & Hotel Management 1. 8.1.1 8.5.1 8.5.2 2. 8.1.1 8.2.2 8.4.1 8.5.2
2. Demonstrate a critical awareness of a variety of research methods and data collection techniques in Hospitality, Events or Tourism settings.	3. 8.1.2 8.2.1 8.2.2 4. 8.3.1 8.3.2 8.5.1 8.5.2 FdSc International Tourism Management
3. Reflect and provide evaluation on the process of collecting data, and or conducting research.	1. 8.1.1 8.5.1 8.5.2 2. 8.1.1 8.2.2 8.4.1 8.5.2 3. 8.1.2 8.2.1 8.2.2
4. Evaluate own strengths and weaknesses, highlighting areas requiring further development as part of Continuing Professional Development.	4. 8.3.1 8.3.2 8.5.1 8.5.2 FdSc Events & Festivals Management 1. 8.1.1 8.5.1 8.5.2 2. 8.1.1 8.2.2 8.4.1 8.5.2 3. 8.1.2 8.2.1 8.2.2 4. 8.3.1 8.3.2 8.5.1 8.5.2

**Date of Approval: 7/2/20**

**FACULTY/OFFICE: Academic Partnerships**

**DATE OF IMPLEMENTATION: 01/09/2021**

**SCHOOL/PARTNER: CCP**

**DATE(S) OF APPROVED CHANGE:**

**SEMESTER: 1/2**

**Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications

<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VW2INtJVikp>

- Subject benchmark statements  
<http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx>

## **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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<b>ACADEMIC YEAR: 2021/22</b>		<b>NATIONAL COST CENTRE: 134</b>
<b>MODULE LEADER: Kim Clifton</b>		<b>OTHER MODULE STAFF:</b>
<b>Summary of Module Content</b>		
Types of research, barriers and restrictions in research, identifying research; Literature review and existing 'knowledge'; discipline specific research considerations and issues; ethics, reliability and validity, discipline specific research methods, sampling, and the research cycle; data analysis techniques; preparing a research proposal; conducting a research project; informed reflection, self-evaluation and personal action planning; Relevant ICT competences to support academic and professional practice; transferable skills and attributes.		
<b>SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]</b>		
<b>Scheduled Activities</b>	<b>Hours</b>	<b>Comments/Additional Information (briefly explain activities, including formative assessment opportunities)</b>
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	20	Visits to hospitality, events and tourism outlets such as hotels and speakers relevant to future aspirations & careers
Directed study	30	Formative assessment and study skills to support learning outcomes
Independent study	90	Guided independent study to support learning and undertake assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

## **SUMMATIVE ASSESSMENT**

Element Category	Component Name	Component Weighting
PRACTICAL LO1,2	Present and discuss an academic poster that demonstrates the activities required for conducting ethical research in a Hospitality, Tourism or Events business including the justification of methods used.	100%
COURSEWORK LO3,4	A reflection on the process of conducting research and the impact on Continuing Professional Development	100%

#### REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
COURSEWORK (IN LIEU OF PRACTICAL) LO1,2	Annotated slides depicting research processes that evaluate and contrast research methods	100%
COURSEWORK LO3,4	Essay - Evaluate and contrast research methods	100%

**To be completed when presented for Minor Change approval and/or annually updated**

**Updated by:** Kim Clifton  
Date: 9/9/19

**Approved by:** Larry Moody  
Date: Jan 2020

#### UNIVERSITY OF PLYMOUTH MODULE RECORD

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE:</b> CITY2143	<b>MODULE TITLE:</b> Staging Events	
<b>CREDITS:</b> 20	<b>FHEQ LEVEL:</b> 5	<b>heCOS CODE:</b> 100083 Event Management
<b>PRE-REQUISITES:</b> None	<b>CO-REQUISITES:</b> None	<b>COMPENSATABLE:</b> Yes
<b>SHORT MODULE DESCRIPTOR:</b> (max 425 characters)		

This module offers students the opportunity to plan, organise and manage events in the hospitality, events and tourism sector. The module is designed to develop the academic, organisational and reflective skills necessary to be an effective event manager. Concepts of employability and team dynamics in relation to staging events enables learners to gain an understanding of the opportunities that exist for future employment.

**ELEMENTS OF ASSESSMENT** [Use HESA KIS definitions] – see [Definitions of Elements and Components of Assessment](#)

<b>E1</b> (Examination)	<b>C1</b> (Coursework)	<b>40%</b>	<b>P1</b> (Practical)	<b>60%</b>
<b>E2</b> (Clinical Examination)	<b>A1</b> (Generic assessment)			
<b>T1</b> (Test)				

**SUBJECT ASSESSMENT PANEL to which module should be linked:** Hospitality & Tourism & Events Management

**Professional body minimum pass mark requirement:** N/A

**MODULE AIMS:**  
 To enable students to plan, coordinate, facilitate, organise and run appropriate events in the hospitality, events and tourism industry. To understand business limitations in the staging of events in respect of safety and sustainability. To market, disseminate and advertise a hospitality event. To evaluate feedback from customers and identify improvements for future events. To work as part of a team in a professional context.

**ASSESSED LEARNING OUTCOMES:** (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

<b>Assessed Module Learning Outcomes</b>	<b>Award/ Programme Learning Outcomes contributed to</b>
1. Demonstrate team and/or leadership skills to interact professionally with others in the planning and staging of events.	FdSc Hospitality & Hotel Management <b>1.</b> 8.1.3 8.1.4 8.3.1 8.3.2 <b>2.</b> 8.2.1 8.2.2 8.3.4 8.4.1 8.4.4 8.5.2 8.5.3 <b>3.</b> 8.4.2 8.4.3 8.5.3
2. Effectively communicate information in a variety of forms to a range of audiences in the planning & staging of events.	FdSc International Tourism Management <b>1.</b> 8.1.3 8.1.4 8.3.1 8.3.2 <b>2.</b> 8.2.1 8.2.2 8.3.4 8.4.1 8.4.4 8.5.2 8.5.3 <b>3.</b> 8.4.2 8.4.3 8.5.3
	FdSc Events & Festivals Management



3. Evaluate and reflect on staging events analysing feedback from customers.	1. 8.1.3 8.1.4 8.3.1 8.3.2 2. 8.2.1 8.2.2 8.3.4 8.4.1 8.4.4 8.5.2 8.5.3 3. 8.4.2 8.4.3 8.5.3
<b>Date of Approval: 7/2/20</b>	
<b>FACULTY/OFFICE: Academic Partnerships</b>	
<b>DATE OF IMPLEMENTATION: 01/09/2020</b>	<b>SCHOOL/PARTNER: CCP</b>
<b>DATE(S) OF APPROVED CHANGE:</b>	<b>SEMESTER: 1/2</b>

### **Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications

<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VW2INtJVikp>

- Subject benchmark statements  
<http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx>

### **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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<b>ACADEMIC YEAR: 2021/22</b>	<b>NATIONAL COST CENTRE: 134</b>
<b>MODULE LEADER: Kim Clifton</b>	<b>OTHER MODULE STAFF:</b>
<b>Summary of Module Content</b>	
<ul style="list-style-type: none"> <li>• Conceptual ideas around events management to include advertising and marketing strategies, safety and risk assessment and sustainability or environmental considerations</li> <li>• Effective communication strategies and consideration around leadership and team working skills and qualities to ensure professionalism and event/personal success</li> </ul>	

- Customer care, soliciting feedback and working within budgeting constraints to include the best allocation of resources to meet demands
- Developing and managing relationships with stakeholders
- Event plans and proposals, contractual considerations

**SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]**

Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	20	Visits to hospitality, events and tourism outlets such as hotels and speakers relevant to future aspirations & careers
Directed study	30	Formative assessment and study skills to support learning outcomes
Independent study	90	Guided independent study to support learning and undertake assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

**SUMMATIVE ASSESSMENT**

Element Category	Component Name	Component Weighting
Practical LO1,2	Initiate, prepare, plan, organise and deliver an event, soliciting feedback from customers.	100%
Coursework LO3	Evaluate and critically analyse the event management process from individual and group perspectives including the impact on customers.	100%

**REFERRAL ASSESSMENT**

Element Category	Component Name	Component Weighting
Coursework in lieu of practical LO1,2	Essay - development of events with examples	100%
Coursework LO3	Report – the types of customers and events	100%

**To be completed when presented for Minor Change approval and/or annually updated**

<b>Updated by:</b> Kim Clifton Date: 9/9/19	<b>Approved by:</b> Larry Moody Date: Jan 2020
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## UNIVERSITY OF PLYMOUTH MODULE RECORD

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE:</b> CITY2144		<b>MODULE TITLE:</b> The Hospitality, Tourism & Events Customer Experience			
<b>CREDITS:</b> 20		<b>FHEQ LEVEL:</b> 5		<b>HECOS CODE:</b> 100087 International Hospitality Management	
<b>PRE-REQUISITES:</b> No		<b>CO-REQUISITES:</b> No		<b>COMPENSATABLE:</b> Y <i>(if No identify programmes in notes box below)</i>	
<b>SHORT MODULE DESCRIPTOR:</b> <i>(max 425 characters)</i> This module examines key aspects of customer service provision within the hotel, tourism and events sector, and evaluates the methods by which organisations manage both customer services and the development of relationships. The module will consider methods employed by organisations, skills required by staff, the use of appropriate technology and quality initiatives used to develop excellence.					
<b>ELEMENTS OF ASSESSMENT</b> [Use HESA KIS definitions] – see <a href="#">Definitions of Elements and Components of Assessment</a>					
<b>E1</b> (Examination)		<b>C1</b> (Coursework)	100%	<b>P1</b> (Practical)	
<b>E2</b> (Clinical Examination)		<b>A1</b> (Generic assessment)			
<b>T1</b> (Test)					
<b>SUBJECT ASSESSMENT PANEL to which module should be linked:</b> Hospitality, Tourism and Events Management					
<b>Professional body minimum pass mark requirement:</b>					
<b>MODULE AIMS:</b> The module aims to increase knowledge and understanding of essential aspects of customer service skills in practice and develop a critical awareness of key issues and principles affecting organisations' relationships with their customers in a range of business sectors. It will identify customer groups and assess their varying needs based on expectations and the whole 'customer experience' gained and perceived. It will also analyse the mechanisms for collecting and evaluating customer feedback and how employees play a part in the overall orientation of the business.					

**ASSESSED LEARNING OUTCOMES:** (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
<ol style="list-style-type: none"> <li>1. Analyse the different types of customers and their needs showing clear understanding of their importance to hospitality, tourism and events organisational survival and growth</li> <li>2. Investigate and justify customer service policies and consumer protection in support of strategic hospitality, tourism and events business objectives, identifying possible conflict between them.</li> <li>3. Demonstrate an understanding of the need for customer relationships to be developed and managed.</li> </ol>	<p>FdSc Hospitality &amp; Hotel Management  <b>1.</b> 8.1.1 8.1.2 8.2.2  <b>2.</b> 8.2.1 8.2.2 8.3.1  <b>3.</b> 8.4.1 8.5.1 8.5.2</p> <p>FdSc International Tourism Management  <b>1.</b> 8.1.1 8.1.2 8.2.2  <b>2.</b> 8.2.1 8.2.2 8.3.1  <b>3.</b> 8.4.1 8.5.1 8.5.2</p> <p>FdSc Events &amp; Festivals Management  <b>1.</b> 8.1.1 8.1.2 8.2.2  <b>2.</b> 8.2.1 8.2.2 8.3.1  <b>3.</b> 8.4.1 8.5.1 8.5.2</p>

<b>Date of Approval: 7/2/20:</b>	<b>FACULTY/OFFICE: Academic Partnerships</b>
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<b>DATE OF IMPLEMENTATION:01/09/2020</b>	<b>SCHOOL/PARTNER: CCP</b>
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<b>DATE(S) OF APPROVED CHANGE:</b> XX/XX/XXXX	<b>SEMESTER: Semester 1</b>
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Notes:

**Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications

<http://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>

- Subject benchmark statements <https://www.qaa.ac.uk/quality-code/subject-benchmark-statements>

- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <https://www.qaa.ac.uk/quality-code>

## **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

<b>ACADEMIC YEAR: 2021/22</b>	<b>NATIONAL COST CENTRE:134</b>
<b>MODULE LEADER: Kim Clifton</b>	<b>OTHER MODULE STAFF: Alison Banks</b>
<b>Summary of Module Content</b>	
<p>Customer types and their needs - understanding the importance of customer profiles, how to build them and understand how this enables a business to meet their objectives regarding profitability and reputation</p> <p>Customer service policies - examine examples of customer service and complaints procedures for organisations within hotels, hospitality, tourism and events sector.</p> <p>Conflict management - knowledge and understanding of hospitality, tourism and events business strategies, products and activities in order to inform customers</p> <p>Customer relationships - examine the different forms of communication and how they reinforce messages. barriers to communication. Social media and communication interpretations</p>	

Impact of customer service on the performance of the business - the changing nature of customer expectations and flexibility of service.

**SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]**

Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	20	Visits to hospitality and tourism outlets such as local hotels and event venues. Guest speakers relevant to future aspirations & careers
Directed study	20	Formative assessment and study skills to support learning outcomes
Independent study	100	Guided independent study to support learning and undertake formative and summative assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)</b>

**SUMMATIVE ASSESSMENT**

Element Category	Component Name	Component Weighting
Coursework LO1,2	Brochure - Develop & justify a customer service policy for a specific organisation linked to the hospitality, tourism and events sector. Produce a training manual for new staff that acknowledges the needs of both customers and business and recognises the range of communication methods that can be used.	100%
Coursework LO3	Report - Consumer protection Customer Complaints Guide that addresses reasons for problems and conflicts that can arise from mis-communication and perceived poor standards	100%

**REFERRAL ASSESSMENT**

Element Category	Component Name	Component Weighting
Coursework LO1, 2,3	Report - customer expectations and an analysis of customer complaints case studies and how to solve them	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Kim Clifton Date: 9/9/19	Approved by: Larry Moody Date: Jan 2020

### UNIVERSITY OF PLYMOUTH MODULE RECORD

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE: CITY2145</b>		<b>MODULE TITLE: Managing People</b>			
<b>CREDITS: 20</b>		<b>FHEQ LEVEL: 5</b>	<b>heCOS CODE: 100087 International Hospitality Management</b>		
<b>PRE-REQUISITES: None</b>	<b>CO-REQUISITES: None</b>		<b>COMPENSATABLE: Yes</b>		
<b>SHORT MODULE DESCRIPTOR:</b> <i>(max 425 characters)</i> This module explores essential theories, attributes, skills, approaches and strategies which contribute to the effective management of the employer/employee relationship. It looks at practical considerations of the management of people in the Hospitality, Tourism & Events sector and develops the employability skills required by the future managers and leaders in the sector.					
<b>ELEMENTS OF ASSESSMENT</b> <i>[Use HESA KIS definitions]</i> – see <a href="#">Definitions of Elements and Components of Assessment</a>					
<b>E1 (Examination)</b>	<b>C1 (Coursework)</b>	<b>50%</b>	<b>P1 (Practical)</b>	<b>50%</b>	

E2 (Clinical Examination)	A1 (Generic assessment)			
T1 (Test)				

**SUBJECT ASSESSMENT PANEL to which module should be linked:** Hospitality & Tourism & Events Management

**Professional body minimum pass mark requirement:** N/A

**MODULE AIMS:**

To clarify the contribution of managers and leaders in utilising human resources to achieve organisational goals. To consider the motivation and empowerment of employees to build engagement within organisations. To help learners understand the challenges of people management including behaviour, leadership and group working models; to appraise strategies for maintaining effective relationships between employees and employers; and understand the business costs involved where such relationships break down. To understand the skills required to lead change and implement strategies to reduce conflict within organisations. To understand changing contexts in managing people whether they be legal or ethical and demonstrate an advanced understanding of employee issues and how they can be handled in a professional manner to build employability skills.

**ASSESSED LEARNING OUTCOMES:** (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
1. Explain the implications and justify the importance of managing people ethically identifying current issues, explaining how such issues can be managed effectively in the Hospitality, Tourism & Events sector.	FdSc Hospitality & Hotel Management 1. 8.1.1 8.1.2 8.2.1 8.2.2 2. 8.2.1 8.3.1 3. 8.1.1 8.2.2 8.3.1 8.5.2 4. 8.3.1 8.4.1 8.5.1 8.5.2
2. Analyse the impact of change management strategies and how conflict can be reduced to improve performance in Hospitality, Tourism & Events businesses.	FdSc International Tourism Management 1. 8.1.1 8.1.2 8.2.1 8.2.2 2. 8.2.1 8.3.1 3. 8.1.1 8.2.2 8.3.1 8.5.2 4. 8.3.1 8.4.1 8.5.1 8.5.2
3. Evaluate differing theories and strategies for initiating, developing and sustaining co-operative relationships between employers and employees in the Hospitality, Tourism & Events industry.	FdSc Events & Festivals Management 1. 8.1.1 8.1.2 8.2.1 8.2.2 2. 8.2.1 8.3.1



4. Demonstrate effective communication skills in the management of people.	3. 8.1.1 8.2.2 8.3.1 8.5.2 4. 8.3.1 8.4.1 8.5.1 8.5.2
<b>Date of Approval: 7/2/20:</b>	<b>FACULTY/OFFICE: Academic Partnerships</b>
<b>DATE OF IMPLEMENTATION: 01/09/2020</b>	<b>SCHOOL/PARTNER: CCP</b>
<b>DATE(S) OF APPROVED CHANGE:</b>	<b>SEMESTER: 1/2</b>

**Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications

<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VW2INtJVikp>

- Subject benchmark statements  
<http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx>

## **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

<b>ACADEMIC YEAR: 2021/22</b>		<b>NATIONAL COST CENTRE: 134</b>
<b>MODULE LEADER: Kim Clifton</b>		<b>OTHER MODULE STAFF:</b>
<b>Summary of Module Content</b> Organisational environments; organisational development; management skills, and the employer/employee relationship; stress management/conflict ; resolution/negotiation/persuasion; delegation/empowerment/ownership; strategies for managing change/flexible working practices; ethics and legal implications in the employment relationship.		
<b>SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]</b>		
<b>Scheduled Activities</b>	<b>Hours</b>	<b>Comments/Additional Information (briefly explain activities, including formative assessment opportunities)</b>
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	20	Visits to hospitality, events and tourism outlets such as hotels and speakers relevant to future aspirations & careers
Directed study	30	Formative assessment and study skills to support learning outcomes
Independent study	90	Guided independent study to support learning and undertake assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

## SUMMATIVE ASSESSMENT

<b>Element Category</b>	<b>Component Name</b>	<b>Component Weighting</b>
Coursework LO1,2	Report into management of employees to achieve organisational goals	100%
Practical LO3, LO4	Professional discussion around a contemporary, employer-based scenario followed by a reflection on communication skills	100%

## REFERRAL ASSESSMENT

<b>Element Category</b>	<b>Component Name</b>	<b>Component Weighting</b>
Coursework LO1,2	Essay - HR in practice	100%
Coursework (in lieu of practical)LO3, 4	Report about the implications of employment legislation on a topical employee issue and the importance of effective communication skills	100%

**To be completed when presented for Minor Change approval and/or annually updated**

**Updated by:** Kim Clifton  
Date: 9/12/19

**Approved by:** Larry Moody  
Date: Jan 2020

## UNIVERSITY OF PLYMOUTH MODULE RECORD

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE:</b> CITY2148		<b>MODULE TITLE:</b> Visitor Attraction Management			
<b>CREDITS:</b> 20		<b>FHEQ LEVEL:</b> 5		<b>HECOS CODE:</b> 100087 International Hospitality Management	
<b>PRE-REQUISITES:</b> No		<b>CO-REQUISITES:</b> No		<b>COMPENSATABLE:</b> Y ( <i>if No identify programmes in notes box below</i> )	
<b>SHORT MODULE DESCRIPTOR:</b> ( <i>max 425 characters</i> ) This module gives students a broad understanding of the nature, development and management of visitor attractions, highlighting the importance within the sector and investigating the key issues. It identifies the range and importance of visitor attractions within the international tourism sector and investigates the types of tourist and the theories of tourist motivation.					
<b>ELEMENTS OF ASSESSMENT</b> [ <i>Use HESA KIS definitions</i> ] – see <a href="#">Definitions of Elements and Components of Assessment</a>					
<b>E1</b> (Examination)		<b>C1</b> (Coursework)	50 %	<b>P1</b> (Practical)	50%
<b>E2</b> (Clinical Examination)		<b>A1</b> (Generic assessment)			
<b>T1</b> (Test)					
<b>SUBJECT ASSESSMENT PANEL</b> to which module should be linked: Hospitality, Tourism and Events Management					
<b>Professional body minimum pass mark requirement:</b> N/A					
<b>MODULE AIMS:</b> This module enables learners to gain understanding of visitor attractions, visitor types, impacts and tourist motivation theories, issues affecting its development process and management techniques and their impact on sustainability					

**ASSESSED LEARNING OUTCOMES:** (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
1. Demonstrate an understanding the scope and importance of visitor attractions	FdSc International Tourism Management
2. Explore visitor types, impacts and tourist motivation theories	1. 8.1.1 8.1.2 8.5.1 2. 8.2.2 8.2.3
3. Analyse the issues affecting the development process in visitor attraction management	3. 8.2.3 8.3.1 8.3.3 8.4.4 8.5.1 8.5.2
4. Demonstrate and evaluate management techniques and their impact on sustainability	4. 8.1.2 8.1.4 8.4.3 8.5.1 8.5.2

<b>Date of Approval: 7/2/20:</b>	<b>FACULTY/OFFICE: Academic Partnerships</b>
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<b>DATE OF IMPLEMENTATION: 01/09/20</b>	<b>SCHOOL/PARTNER: CCP</b>
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<b>DATE(S) OF APPROVED CHANGE:</b> XX/XX/XXXX	<b>SEMESTER: Semester 2</b>
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Notes:

**Additional Guidance for Learning Outcomes:**

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications  
<http://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>
- Subject benchmark statements <https://www.qaa.ac.uk/quality-code/subject-benchmark-statements>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <https://www.qaa.ac.uk/quality-code>

## **SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

<b>ACADEMIC YEAR: 2021 2022</b>		<b>NATIONAL COST CENTRE:134</b>
<b>MODULE LEADER: Alison Banks</b>		<b>OTHER MODULE STAFF: Kim Clifton</b>
Summary of Module Content		
<ul style="list-style-type: none"> <li>• Different classifications of visitor attractions in relation to specific categories of visitor attractions</li> <li>• The purpose and economic contribution of a range of visitor attractions to the local, regional and national economy of a destination</li> <li>• The needs and motivations of visitor types for a range of attractions</li> <li>• The negative and positive social, cultural, economic and environmental impacts of visitor attraction tourism</li> <li>• The visitor attraction product and relationship with management development and visitor experience</li> <li>• The planning and development of visitor attractions including leadership</li> <li>• The future of visitor attractions from a sustainable perspective</li> </ul>		
<b>SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]</b>		
<b>Scheduled Activities</b>	<b>Hours</b>	<b>Comments/Additional Information (briefly explain activities, including formative assessment opportunities)</b>
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	20	Visits to hospitality and tourism outlets such as hotels and speakers relevant to future aspirations & careers
Directed study	30	Formative assessment and study skills to support learning outcomes
Independent study	90	Guided independent study to support learning and undertake assessments
<b>Total</b>	<b>200</b>	<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

### **SUMMATIVE ASSESSMENT**

<b>Element Category</b>	<b>Component Name</b>	<b>Component Weighting</b>
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Coursework LO1,2	Report – examine the range of visitor types to specific visitor attractions and the economic value for a destination.	100%
Practical LO3,4	Presentation – the management of a visitor attraction including an evaluation of the operational requirements and the constraints	100%

#### REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework (in lieu of the original assessment) LO3,4	Report - Develop and justify plans for a visitor attraction in a specific area	100%
Coursework LO1,2	Essay - Evaluate the scale and scope of international visitor attractions	100%

**To be completed when presented for Minor Change approval and/or annually updated**

Updated by: Alison Banks Date: Dec 2019	Approved by: Larry Moody Date: Jan 2020
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#### UNIVERSITY OF PLYMOUTH MODULE RECORD

**SECTION A: DEFINITIVE MODULE RECORD.** *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

<b>MODULE CODE:</b> CITY2149	<b>MODULE TITLE:</b> Contemporary issues in Tourism Management	
<b>CREDITS:</b> 20	<b>FHEQ LEVEL:</b> 5	<b>HECOS CODE:</b> 100087 International Hospitality Management
<b>PRE-REQUISITES:</b> No	<b>CO-REQUISITES:</b> No	<b>COMPENSATABLE:</b> Y
<b>SHORT MODULE DESCRIPTOR:</b> <i>(max 425 characters)</i> The aim of this module is to develop the learners understanding of tour operations management including the stages involved in creating holidays, brochures, methods of distribution and strategic decision-making. Furthermore it examines the rationale and different approaches to tour operating linked to current and future issues and impacts of tourism.		
<b>ELEMENTS OF ASSESSMENT</b> [Use HESA KIS definitions] – see <a href="#">Definitions of Elements and Components of Assessment</a>		

<b>E1</b> (Examination)		<b>C1</b> (Coursework)	100%	<b>P1</b> (Practical)	
<b>E2</b> (Clinical Examination)		<b>A1</b> (Generic assessment)			
<b>T1</b> (Test)					
<b>SUBJECT ASSESSMENT PANEL to which module should be linked:</b> Hospitality, Tourism and Events Management					
<b>Professional body minimum pass mark requirement:</b> N/A					
<b>MODULE AIMS:</b> The aim of this module is to develop the learners understanding of scale and scope of the tour operating sector of the travel and tourism industry, and to give them the opportunity to acquire the knowledge and skills associated with the basic functions of a tour operator. It is designed for those learners wishing to enter employment within the tour operating sector of the travel industry, as well as those wishing to enter sectors of the industry which work closely with tour operators for example travel agents and airlines.					
<b>ASSESSED LEARNING OUTCOMES:</b> (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes. At the end of the module the learner will be expected to be able to:					
<b>Assessed Module Learning Outcomes</b>			<b>Award/ Programme Learning Outcomes contributed to</b>		
1. Critically evaluate the role and purpose of tour operators			FdSc International Tourism Management		
2. Demonstrate an understanding of the scale and scope of the international tour operating industry			1. 8.1.1 8.1.2 8.5.2		
3. Analyse a range of package tour programmes in meeting target market needs			2..8.1.2 8.1.3 8.4.1		
4. Apply the principles of tour operations to package holidays			3. 8.2.3 8.3.4 8.4.2		
			4. 8.1.1 8.1.3 8.2.1 8.3.3 8.4.3		
			8.5.1 8.5.2		
<b>Date of Approval: 7/2/20:</b>			<b>FACULTY/OFFICE: Academic Partnerships</b>		
<b>DATE OF IMPLEMENTATION:</b> 01/09/2020			<b>SCHOOL/PARTNER: CCP</b>		
<b>DATE(S) OF APPROVED CHANGE:</b> XX/XX/XXXX			<b>SEMESTER: Semester 1</b>		
Notes:					





**Additional Guidance for Learning Outcomes:**

**To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards**

- Framework for Higher Education Qualifications

<http://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>

- Subject benchmark statements <https://www.qaa.ac.uk/quality-code/subject-benchmark-statements>
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code <https://www.qaa.ac.uk/quality-code>

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

**ACADEMIC YEAR: 2021 20212**  
**MODULE LEADER: Alison Banks**  
**Summary of Module Content**

**NATIONAL COST CENTRE:134**  
**OTHER MODULE STAFF:**

- **Examine the role and purpose of tour operators**
  - The roles of travel agents and tour operators in the provision of a range of package holidays.
  - Categories of tour operators and developing trends in both outbound and inbound markets
  - The impact of technological changes in the area of holiday bookings and the role of consumer protection
- **Examine the scale and scope of the international tour operating industry**
  - The number of passengers and the reasons for travel; identify the main travel companies and the different market share they hope to attract.
  - The ancillary companies that support the travel industry such as ABTA and AITO
- **Understand & explain the production of a tour operator’s brochure**
  - The different stages of producing a brochure from identifying who it is aimed at to the pricing strategies
  - Consideration of colour, layout and font
- **Identify the stages in the compilation of a package holiday**
  - The items that should be in a brochure from types of transport used to costs depending on times of the year
  - Market research to ensure the right customers for the product and the required staffing and training to be considered.

<b>SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]</b>		
<b>Scheduled Activities</b>	<b>Hours</b>	<b>Comments/Additional Information (briefly explain activities, including formative assessment opportunities)</b>
Lectures	60	Timetabled sessions in various locations including City College Plymouth classrooms
Visits & Guest Speakers	10	Visits to hospitality and tourism businesses and speakers relevant to tour operators and package holidays
Directed study	10	Formative assessment, tutorials and study skills to support learning outcomes
Independent study	120	Guided independent study to support learning and undertake assessments
<b>Total</b>		<b>(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)</b>

**SUMMATIVE ASSESSMENT**

<b>Element Category</b>	<b>Component Name</b>	<b>Component Weighting</b>
Coursework LO1,2	Report addressing the range of organisations that play a significant role in the International Tour Operations industry	100%
Coursework LO3,4	Production of a tour operators brochure to include package holidays and consideration given to a specific target market.	100%
		100%

**REFERRAL ASSESSMENT**

<b>Element Category</b>	<b>Component Name</b>	<b>Component Weighting</b>
Coursework LO1,2,3,4	Slides defining tour operator types and a comparative study of package holiday types	100%

**To be completed when presented for Minor Change approval and/or annually updated**

**Updated by:** A Banks  
Date: Dec 2019

**Approved by:** L.Moody  
Date: Jan 2020